A6225-1

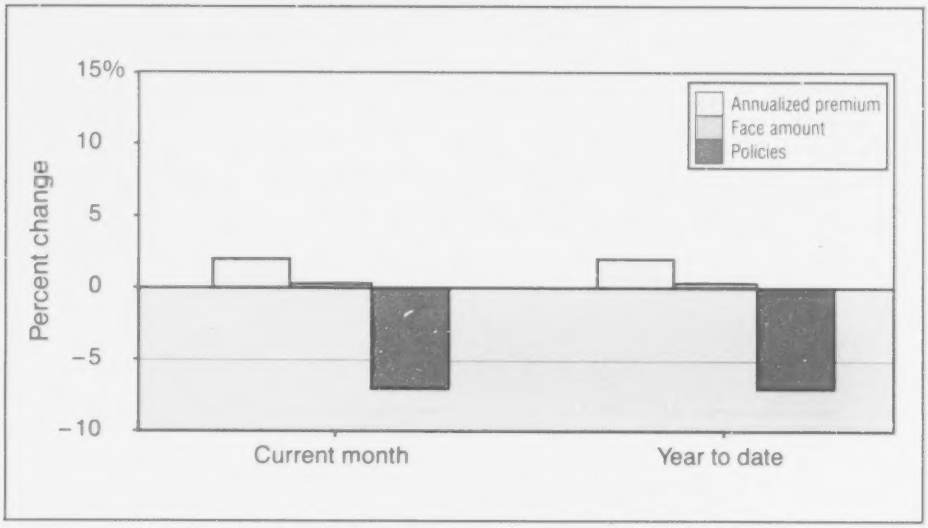
I/R Code 47.40

January 1986

MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

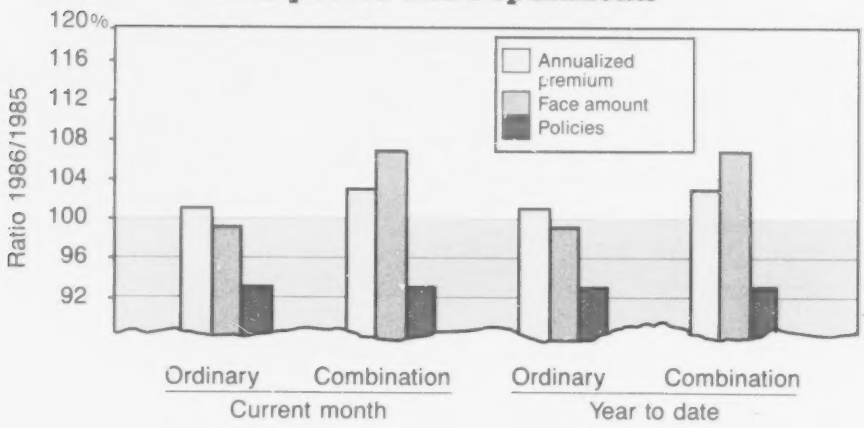
125 Companies

Growth Rates This Month and This Year



Comparisons with Last Year

114 Ordinary and 21 Combination Companies and Departments

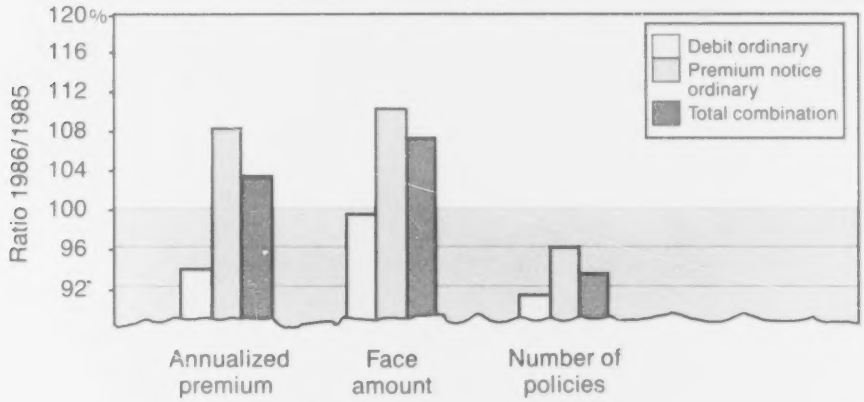


LIMRA INTERNATIONAL

Profit from our research.

21 Combination Companies or Departments

Comparison with Last Year Year to Date



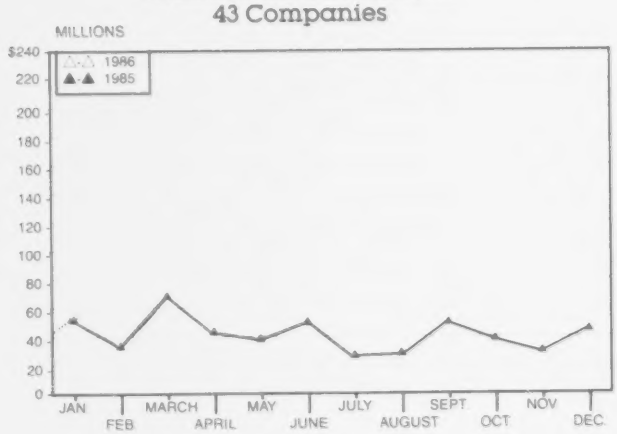
Policy Characteristics

		Premium per $1,000	Average size policy	Premium per policy
Debit ordinary	Month	$19.34	$ 8,576	$166
	Year to date	$19.34	$ 8,576	$166
	Year-to-date ratio	95%	109%	103%
Premium notice ordinary	Month	$12.73	$41,724	$531
	Year to date	$12.73	$41,724	$531
	Year-to-date ratio	98%	115%	113%
Total combination	Month	$14.42	$21,000	$303
	Year to date	$14.42	$21,000	$303
	Year-to-date ratio	96%	115%	111%

Group Sales

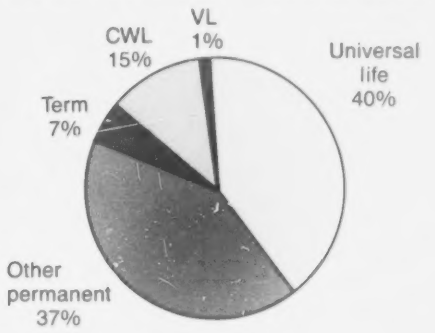
Face Amount
54 Companies

Annualized Premium
43 Companies

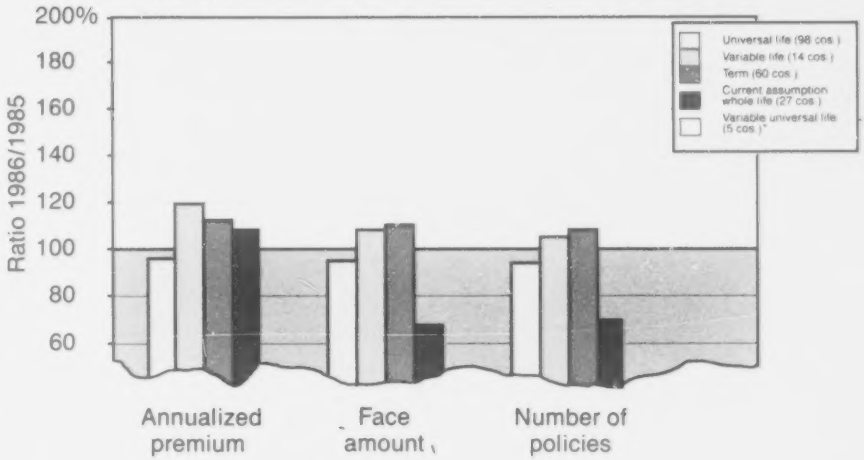


Individual Products

Annualized Premium Market Share by Product 62 Companies – Year to Date



Comparisons with Last Year – Year to Date



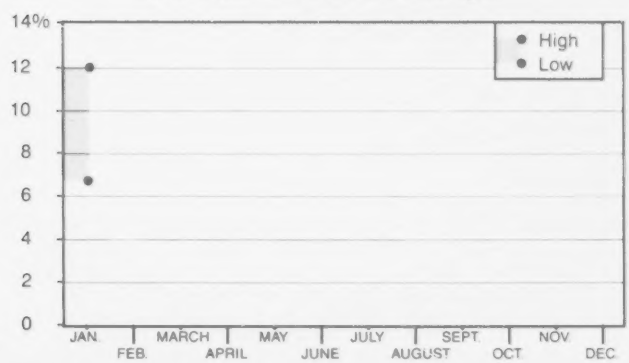
Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Universal life (98 cos.)	Month	$11.59	$ 87,355	$1,013
	Year to date	$11.59	$ 87,355	$1,013
	Year-to-date ratio	101%	102%	103%
Variable life (14 cos.)	Month	$18.49	$ 55,142	$1,019
	Year to date	$18.49	$ 55,142	$1,019
	Year-to-date ratio	109%	109%	119%
Variable universal life (5 cos.)	Month	$12.44	$ 69,670	$ 866
	Year to date	$12.44	$ 69,670	$ 866
	Year-to-date ratio	*	*	*
Current-assumption whole life (27 cos.)	Month	$17.82	$ 59,060	$1,053
	Year to date	$17.82	$ 59,060	$1,053
	Year-to-date ratio	148%	94%	138%
Term (60 cos.)	Month	$ 2.68	$136,682	$ 366
	Year to date	$ 2.68	$136,682	$ 366
	Year-to-date ratio	102%	102%	104%
Total sales (125 cos.)	Month	$10.96	$ 60,964	$ 668
	Year to date	$10.96	$ 60,964	$ 668
	Year-to-date ratio	101%	108%	110%

*No Variable Universal Life sold until March 1985

Universal Life Interest Rates

1986 Interest Rate Range



Interest Rates This Month

Median	10.2%
Number of cos. reporting rates	84
Number of plans reported	168
Number of new plans	15
Number of plans dropped	14
Number of plans showing . . .	
No change	81
Increases	4
Range of increases	0.1%-1.0%
Average increase	0.5%
Decreases	68
Range of decreases	0.1%-1.4%
Average decrease	0.5%

Distribution of Cos. by Growth Rate This Month

(Annualized Premium)

Percent change	No. of companies	
	Ordinary	Combination
21% or over	31	5
11%-20%	5	1
1%-10%	11	6
–9%-0	19	5
–19%- –10%	8	0
–20% or under	40	4

January Data

		Annualized premium (000)	Face amount (000)	Number of policies
Total Ordinary	Month	$444,185	$40,535,650	664,906
	Year to date	$444,185	$40,535,650	664,906
Ordinary companies and departments	Month	$368,692	$35,299,363	415,564
	Year to date	$368,692	$35,299,363	415,564
Combination companies and departments	Month	$ 75,493	$ 5,236,287	249,342
	Year to date	$ 75,493	$ 5,236,287	249,342
Group	Month	$ 53,610	$18,395,275	–
	Year to date	$ 53,610	$18,395,275	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 125 companies—and their 64 subsidiary companies—operating in the United States. These contributors represent 60 percent of the 1984 United States ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 53 companies plus five subsidiaries operating in the United States. These contributors represent 67 percent of the 1984 United States volume of new or amended group contracts.

Contact: Debra L. Meyers, project director
David C. Garner
Linda A. Peltier
—Manpower and Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208
Hartford, Connecticut 06141

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